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Bricks versus Clicks

Shopping in a 'clickable' online store feels different from shopping in a conventional 'brick-and-mortar' store, as everyone who ever conducted an online purchase can confirm. How the online shopping context influences consumers' self-regulation, and subsequently the online shopping process, is the topic of this dissertation. Two unique features of online stores are considered to have an impact on consumer self-regulation: the lack of physical presence and its risky nature. The results show that, due to the lack of physical presence, online consumers experience less affect and as a consequence they are better at regulating their impulses to buy. Further, it was demonstrated that the risky nature of the online shopping context induces a prevention-focused self-regulation, which subsequently influences one's information preferences: Online consumers are typically persuaded by safety cues that fit their prevention focus.

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Guda van Noort

Bricks versus Clicks

Bricks versus Clicks

A self-regulation perspective on consumer responses in online and conventional shopping environments

Guda van Noort

Felicitatem cur putas non esse venalem?
Tabernam aliam tu adire debes.